ATA SHAIKH SEO STRATEGY | LOCAL SEARCH | AI SEARCH

How a Henna Business Became the First Result in Edmonton

What being found first really means, and what comes next

REAL BUSINESS | MY OWN OBSERVATIONS

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STORY 3 OF 5

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REAL BUSINESS, MY OWN OBSERVATIONS

Rankings below are what I currently see when I check. Search results shift by location, device and day.

The story

An Edmonton bride is planning her wedding week. Mehndi night is close, and she needs a henna artist. She doesn't ask a friend first. She opens her phone and types *henna near me*.

What she sees first matters. When I check today, **Henna by Ashiyana** is the business that appears at the top for that search, and for *henna in Edmonton* as well.

Where it stands right now

Search	What I currently see
henna in Edmonton	1st
henna near me	1st
in Edmonton	1st
Other similar henna searches	2nd, 3rd and 5th

These are my own current observations. Positions change with the searcher's location, device and the day, so I treat them as a snapshot rather than a promise.

> **WHAT THIS MEANS FOR YOU**
>
> *Being first on the searches your clients actually use is a real advantage, because most people pick from the first few results.*

What this does and doesn't tell us

I'm not going to tell a tidier story than the facts allow. A ranking shows that people searching in Edmonton are likely to see this business first. It doesn't, by itself, tell us how many bookings came from it. That would take booking records and search data, and I treat those as the next layer of proof.

Why this kind of search is winnable

- **It's specific.** 'Henna in Edmonton' is a clear service in a clear place. The more specific the search, the easier it is for a focused local business to be the best match.
- **Local searches reward local proof.** Google tends to favour businesses that look relevant, nearby and trustworthy, which is why an accurate profile, a clear website and genuine reviews matter.
- **Clients check before they book.** A strong presence gives people something to verify, which makes the choice easier.

The real lesson

Rankings are a starting point. The aim is turning a search into a booking, which means the page should be clear, the contact path simple, and the results tracked to real enquiries.

Step	What it adds
Track enquiries, not just position	Shows which searches really bring bookings

Step	What it adds
Plan for busy seasons	Wedding and festival periods bring spikes in searches
Keep photos, services and details current	Helps both Google and clients trust what they see
Protect what's working	Avoid big changes without checking the effect

IF YOU ARE A REALTOR

Your version of 'henna near me' is probably 'realtor in your neighbourhood'. Search it on your phone and see who comes first. Specific, local searches are where independent realtors can win.

Takeaway

Being first is nice. Being first for the searches your clients really make, then making it easy to book, is what turns visibility into business.

QUICK REFERENCE

Plain-English glossary

Term	What it means
Ranking	Where your page appears in the results. It changes by person, place, device and day.
Local pack	The short list of three businesses with a map that Google shows for searches like 'near me'.
Google Business Profile	The free listing that shows your business on Google Maps and in local results: name, hours, reviews, photos, website link.
Search intent	What the person is really trying to do when they type a search: learn, compare, or hire.

Term	What it means
Conversion	A visitor taking the step you want, such as booking a call or requesting a valuation.

NEXT STEP

How I help you get found, then chosen

Being found is only the first job. A good search strategy also makes you easy to trust and easy to contact.

Step	What it looks like for your business
1. Found	You appear for the searches your ideal clients really make: your neighbourhoods, your services, your city.
2. Trusted	Your pages and your Google profile show real local knowledge, real proof and honest information.
3. Chosen	Visitors see a clear, low-pressure next step: a valuation chat, a consultation, a call.
4. Measured	We track enquiries that matter, not just visits, and adjust from there.

SEO works alongside your referrals, networking and social media. It does not replace them, and nobody can promise a ranking or a timeline. What it can do is make sure that when someone searches for what you offer, you are there and you look like the right choice.

> LET'S TALK
>
> *If you'd like to see how this could work for your business, reach out. I'm happy to take a look at how you show up in search today and tell you honestly what I see.*

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